



Idaho State Liquor Division
P.O. Box 179001
Boise, Id. 83717-9001

March 31, 2010

TO: ALL BROKERS AND SUPPLIER REPRESENTATIVES

FROM: Kay Bennett

2010 HOLIDAY GIFT ITEMS AND GIFT WRAPPED MERCHANDISE

Once again ISLD plans to acquire a variety of Holiday Gift Items for the upcoming Holiday Season. Selection of the products to be offered will be done by a special listing committee which may include Administration, Purchasing and Retail staff members.

If you wish the committee to consider offering your gift products for the 2010 Holiday Season please submit the following to the Idaho State Liquor Division by the dates shown:

HOLIDAY GIFT SETS

PLEASE SUBMIT:

- A Standard Price Quotation is required for each product being offered. Quotes must include a **control states code number and UPC number.**

Due: April 26, 2010

It's important that the control state code number be on the quote, if the code hasn't been established yet please let us know, we will need the code number as soon as possible.

- A photo of the product.
- The shipping weight of each case along with the dimensions of each case must be on the price quotation.

Products with a case weight in excess of 45 lbs may not be selected.

- Quantity available or allocated to the State of Idaho for each item submitted for consideration.
- Multi-bottle gift packs must denote packs per case and bottles per gift pack (example: four/three bottle-packs per case)

- Number of gift sets per shipping case. This is critical since we're going to try to have as much product leave in original shipping cases, whenever possible, to reduce the amount of repackaging.
- Any additional marketing or sales information that will help us as we consider gift products.
- Up charges on Holiday Gift Sets are allowable.

DEADLINES:

April 26, 2010:	Standard Price Quotation form, photos, allocations and marketing information due at ISLD, attn Kay Bennett.
May 3, 2010:	Special Listing Committee will consider all products and recommend the products ISLD will be offering.
May 17, 2010:	2009 Holiday Gift Items Catalog and 2009 Gift Set Order Form will be sent to stores and contractors.
June 7, 2010:	Managers will send 2009 Gift Set Order Forms to District Managers for their review and approval.
June 21, 2010:	District Managers will return 2009 Gift Set Order Forms to office.
July 1, 2010:	ISLD Holiday Gift orders sent to Suppliers.
Oct. 18, 2010:	Holiday gift products absolute deadline for delivery at ISLD warehouse. Products may begin arriving prior to the deadline. We reserve the right to refuse any shipments received after Oct. 18, 2010.
Oct. 18, 2010:	Holiday gift products shipped to stores. Products may be shipped to stores as they arrive.

HOLIDAY GIFT WRAP PRODUCTS

- Holiday Gift Wrapped products are similar to regular products for ordering purposes. We do need to know what to expect.

Please send a list of Holiday Gift Wrap products showing what will be allocated to Idaho by April 26, 2010. Also, if possible please send a color photo of the gift wrap product.

- Holiday Gift Wrap products should arrive at ISLD warehouse as early as possible so that we can begin to distribute them in October for the initial holiday display period.
- All gift wrap merchandise must be in the same case pack lot and price as the standard product it supports.

If you have any questions or concerns, please email kay.bennett@liquor.idaho.gov.

Thank you for your participation and cooperation in the 2010 Holiday Season.

Cc Dyke, Larry, DM's, Bill, Dan, Kevin, Vicky, Paul